

	A	B	C	D	E	F	G	H	I	J	K	L	
1	Fanchest, Inc.												
2	Plan - Exhibit 2												
3													
4	Current Inventory												
5	Approximate Retail Value	\$	2,508,647										
6													
7	Total Items		132,034										
8	Avg Retail Per Item	\$	19.00										
9													
10													
11				Parameter/Date	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
12				Sales	975.00	3900.00	4875.00	7800.00	14625.00	19500.00	34125.00	43875.00	58500.00
13	Per Unit Price	\$19.50		Units	50	200	250	400	750	1000	1750	2250	3000
14				Total Units Sold Per Plan	50	250	500	900	1650	2650	4400	6650	9650
15	Historical Average	6%		Refunds	3	12	15	24	45	60	105	135	180
16		7%		Discounts	-68.25	-273.00	-341.25	-546.00	-1023.75	-1365.00	-2388.75	-3071.25	-4095.00
17		2%		Advertising cost	-19.50	-78.00	-97.50	-156.00	-292.50	-390.00	-682.50	-877.50	-1170.00
18		\$0.50		Shipping (to Amazon)	-250	-250	-250	-250	-500	-500	-1000	-1000	-1500
19				Units Shipped	500	500	500	500	1000	1000	2000	2000	3000
20				Total Units Shipped/Plan	500	1000	1500	2000	3000	4000	6000	8000	11000
21				Net Units at Amazon	500	950	1250	1500	2100	2350	3350	3600	4350
22				Refund cost	-67	-269	-336	-538	-1009	-1346	-2355	-3027	-4037
23				Reimbursed Amount	-59	-234	-293	-468	-878	-1170	-2048	-2633	-3510
24				Refunded Referral Fee	-9	-35	-44	-70	-132	-176	-307	-395	-527
25				Amazon Fees	-446	-1510	-1884	-2923	-5350	-7062	-12227	-15618	-20752
26		15%		Referral Fee	-136	-544	-680	-1088	-2040	-2720	-4760	-6121	-8161
27	(Customer Shipping)	\$4		FBA per unit fulfilment Fee	-200	-800	-1000	-1600	-3000	-4000	-7000	-9000	-12000
28	Cost/Cubic Feet	\$	0.75	FBA storage Fee	-63	-119	-156	-188	-263	-294	-419	-450	-544
29				Subscription	-48	-48	-48	-48	-48	-48	-48	-48	-48
30				Estimated Payout	374	1770	2216	3637	6949	9338	16472	21281	28446
31				Cost of Goods	-145	-214	-36	-43	-628	-39	-45	-76	-28
32				Cost of Goods Sold	0	0	0	0	0	0	0	0	0
33				Lost/damaged by Amazon	-111	-37	0	-9	-598	0	-15	-19	0
34				Multi-channel	-35	-177	-36	-34	-30	-39	-30	-57	-28
35				Missing Returns	0	0	0	0	0	0	0	0	0
36				Gross Profit	229	1556	2180	3594	6321	9299	16427	21205	28419
37				Expenses	-18142	-14862	-14832	-14802	-14742	-14682	-14562	-14442	-14262
38				Insurance	-400	-400	-400	-400	-400	-400	-400	-400	-400
39				Accounting	-3750	-500	-500	-500	-500	-500	-500	-500	-500
40				Payroll	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000	-5000
41	Cost Per Item	0.06		Storage and Prep Warehouse	-7892	-7862	-7832	-7802	-7742	-7682	-7562	-7442	-7262
42				Rent	-1000	-1000	-1000	-1000	-1000	-1000	-1000	-1000	-1000
43				Office Expense	-100	-100	-100	-100	-100	-100	-100	-100	-100
44				Net Profit/Disposable Income	-17913	-13306	-12652	-11208	-8421	-5383	1865	6763	14157
45													
46													
47					SALES	DISPOSABLE INCOME							
48				Year 1	\$ 305,175.00	\$ (45,370.80)							
49				Year 2	\$ 799,500.00	\$ 170,238.19							
50				Year 3	\$ 1,462,500.00	\$ 478,220.54							
51				TOTAL	\$ 2,567,175.00	\$ 603,087.93							

	AO	AP	AQ
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11	Parameter/Date	Mar-24	Total
12	Sales	156000.00	2196675
13	Units	8000	112650
14	Total Units Sold Per Plan	131650	112650
15	Refunds	480	6759
16	Discounts	-10920.00	-153767
17	Advertising cost	-3120.00	-43934
18	Shipping (to Amazon)	-5002	-66000
19	Units Shipped	10003	132000
20	Total Units Shipped/Plan	162006	132000
21	Net Units at Amazon	38356	26850
22	Refund cost	-10764	-151571
23	Reimbursed Amount	-9360	-131801
24	Refunded Referral Fee	-1404	-19770
25	Amazon Fees	-58601	-793088
26	Referral Fee	-21762	-306436
27	FBA per unit fulfilment Fee	-32000	-450600
28	FBA storage Fee	-4795	-34481
29	Subscription	-45	-1570
30	Estimated Payout	72595	1054316
31	Cost of Goods	-59	-2610
32	Cost of Goods Sold	0	0
33	Lost/damaged by Amazon	-41	-1700
34	Multi-channel	-19	-910
35	Missing Returns	0	0
36	Gross Profit	72536	1051706
37	Expenses	-15202	-572047
38	Insurance	-400	-13200
39	Accounting	-500	-26500
40	Payroll	-15000	-320000
41	Storage and Prep Warehouse	1798	-176047
42	Rent	-1000	-33000
43	Office Expense	-100	-3300
44	Net Profit/Disposable Income	57334	479659
45			
46			
47			
48			
49			
50			
51			